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Inside Information

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PROGRAM ANNOUNCED FOR NAGC CONFERENCE

Jody Powell, former press secretary to former President Jimmy Carter, will be one of the featured speakers at the annual conference of the National Association of Government Communicators Nov. 4-6 in Washington, D.C.

Powell will speak at the Wednesday, Nov. 6 luncheon.

The keynote speaker, on the other hand, scheduled for 9:30 a.m. Tuesday, Nov. 5, has not been announced. NAGC President Brenda Curtis-Heiken, public affairs specialist in the Radio and Television Division of USDA's Office of Information, said he or she will be a well-known Washington official.

The meeting, to be held at Lowe's L'Enfant Plaza Hotel in Southwest Washington, D.C. opens at 1 p.m. Monday, Nov. 4 with a general session of the association. At 5 p.m., there will be a president's reception at the National Press Club.

Tuesday morning will feature the keynote address and a forum on the public's right to know.

At luncheon Tuesday, the Communicator of the Year will be honored. Early afternoon concurrent professional sessions will cover marketing, crisis communication, audiovisual arts, and writing for print.

Later afternoon sessions are scheduled on publishing, regulatory messages, and writing for print.

Morning sessions on Nov. 6 will include a two-part broadcasting writers workshop, and concurrent sessions on (1) pro-active communication, using regional conferences to get the word out, and internal communications, then (2) electronic publishing, speechwriting, and newsletters.

That afternoon will include concurrent sessions on public information at the local level, public service announcements, marketing plans and how to develop them, and a two-part session on graphic arts.

Fees for the conference are \$235 for members and \$275 for nonmembers. Curtis-Heiken stressed that the conference has been approved for training by the Office of Personnel Management

For more information, call the NAGC main office at (703) 823-4821, and ask for either Debbie Trocci or Joann Reilly.

"AG UPDATE" IS STILL UP IN THE AIR

When USDA's television news and features changed satellite transponders recently, "Agricultural Update" went right along with them. "Agricultural Update" is 4-1/2 to 5 minutes of videotape news produced every other week by J. Nelson Robinson, of USDA's Agricultural Stabilization and Conservation Service.

Here's the schedule, available now on WESTAR IV, Transponder 10-X, audio 6.2 and 6.8:

Each Friday:

1:00 p.m. EDT..."A Better Way."

1:30 p.m. EDT..."Down To Earth", with "Agricultural Update" included in the final five minutes, every other week (one of those Fridays was July 12).

2:00 p.m. EDT..."USDA TV News", with "Agricultural Update" leading off every other week. This is the same 4-1/2 to 5 minutes available at the end of "Down To Earth" minutes earlier.

Each Tuesday:

A repeat of Friday's programming, but in a different order.

10:45 a.m. EDT..."USDA TV News," with "Agricultural Update" opening the program. (Again, this is every other week. July 16 was one such day.)

11:00 a.m. EDT..."A Better Way."

11:30 a.m. EDT..."Down To Earth," with "Agricultural Update" ending the program.

Anyone with a dish antenna, not just television stations, can pick up these programs.

ELECTRONIC BOARD LISTS OVERSEAS JOBS

USDA's Extension Service has developed an electronic bulletin board listing overseas positions available. Its name is International Assignments and Projects (IAP).

It can be accessed on the Dialcom electronic mail system by entering the following codes:

>Menu

>Jobs

>IAP

Quite frequently, the job openings are for information specialists, reports Carol Hamaker, international programs specialist, who maintains the bulletin board from several contacts. Usually such information openings are listed by UN's Food and Agriculture Organization.

People interested may scan the entire bulletin board and then read the items that interest them, or they may search for a certain type of position by entering keywords.

Currently, more than 30 international openings are listed by IAP.

FS WANTS AUDIOVISUAL SPECIALIST

The Forest Service is looking for an audiovisual production specialist (GS-1071-11) at its regional office in Atlanta, Georgia.

This opportunity--for current Federal Government employees only--closes Aug. 30. Contact: Nesa Fite, USDA Forest Service, 1720 Peachtree Rd. NW, Room 776, Atlanta, GA 30367. Phone: (404) 881-2971.

POE PLANS PUBLISHING SEMINAR

A planning committee is helping Ed Poe, acting chief of the Publishing Division of USDA's Office of Information, set up a seminar on publications.

Designed primarily for writers and editors in USDA agencies, the half-day seminar will be held in the early fall.

Committee members are: Iris Ballew, of the Soil Conservation Service; Gene Farkas, of the National Agricultural Library; Bill Hamilton, of the Forest Service; and Edna Carmichael and Marjorie Masterson, of Office of Information.

The agenda is expected to include:

Publications administration, planning, preparation, and distribution; periodicals; the publication of research in technical journals; evaluation of publication needs and effectiveness; agency annual reports; directories; reduction of rush printing and the length of publications; holding down author's alterations, and removing obsolete publications from storage.

ALFRIEND FILLS 159 NEW YORK REQUESTS

A whirlwind trip to general magazine editorial headquarters in New York City ended May 10 for Kate Alfrend, public affairs specialist in the News Division of USDA's Office of Information.

But it wasn't until the Fourth of July that Alfrend finished filling all the 159 requests she generated on that trip.

Alfrend visited such magazines as Family Circle, Good Housekeeping, and Parade, as she does every year, carrying along sample information materials from USDA and associated institutions to tantalize the editors.

Besides a wealth of publications and news releases, editors wanted information on such topics as bird smuggling, farm vacations, urban gardening, rural handicapped, soil conservation, dietary guidelines, women in farming, new carrots and raspberries, Japanese diets (their food, not their legislature), calcium, and irradiated eggs.

Back in the swirl of daily information activities in Washington, Alfrend found time to send out 175 pounds of information.

Less time-consuming but at least as rewarding as answering requests were the demonstrations by Jackpot, a detector dog for USDA's Animal and Plant Health Inspection Service, that Alfrend had arranged for several magazine staffs.

Alfrend's contacts will result, too, in a succession of requests for information throughout the year.

FOREST SERVICE HAS OPENING IN TEXAS

The Forest Service has an opening for a public affairs specialist (GS-1305-12) for the National Forests in Texas, with headquarters in Lufkin.

Applicants must be current Government employees, have concurrent status, or be referred by the Office of Personnel Management.

The opportunity closes July 24. Contact: Nesa Fite, USDA Forest Service, 1720 Peachtree Road NW, Rm. 776, Atlanta, GA 30367. Telephone: (404) 881-2971.

MICHAEL MOVES; HER JOB'S OPEN

Sally Michael, who has been information officer for USDA's World Agricultural Outlook Board, has been named public information specialist on the Economic Analysis Staff of USDA, and functions as public affairs assistant to the Assistant Secretary for Economics.

Among other duties, Michael has put together the annual Outlook conferences of USDA in recent years.

With this move, Michael's job at the Board has opened up. WAOB has advertised it and is seeking to fill the position of public affairs specialist (GS-1035-12 with promotion potential to GM-13). The opportunity closes Aug. 5.

Contact: Fran Hresan at EMS, PD, OB, Room 1403 South Bldg., USDA, 14th and Independence Avenue SW, Washington, D.C. 20250. The telephone number is (202) 447-6130. The position is open to Federal Government employees.

LIBRARY SHOWS OFF ITS NEW "BOOK"

The National Agricultural Library is arranging demonstrations for each Monday, Wednesday, and Friday of its full-text database and video laser disk of "Pork Industry Handbook."

The database, explained Joseph H. Howard, director of NAL, "represents an exciting departure from the traditional bibliographic database because it contains the handbook itself rather than merely a reference to it."

The entire contents of the database, along with all illustrations from the handbook, have been placed on a video laser disk which can be used with a personal computer. Laser disk systems are being installed at the NAL in Beltsville, Md.; at Purdue University, West Lafayette, Indiana; the National Pork Producers Council, Des Moines, Iowa; and in the South Building of the USDA in Washington, D.C.

The NAL is providing 30-minute online/video laser disk demonstrations each Monday, Wednesday, and Friday at 1:30 p.m. in NAL Room 107. Contact: Debbie Hanfman at (301) 344-3704, or Judi Zidar at (301) 344-3813.

EMS IS LOOKING FOR A WRITER EDITOR

The Economics Management Staff of USDA is looking for a writer editor (GS-1082-9/11). Applicants need not have Government status. This opportunity closes July 29.

Contact: Fran Hresan, EMS, PD, OB, Room 1403 South Bldg., USDA, 14th and Independence Avenue SW, Washington, D.C. 20250. The phone number is (202) 447-6130.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, state departments of agriculture and land grant universities. Any items, comments and inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250 or to AGR009 mailbox on the Dialcom system, or call (202) 447-7454.

